Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 SYDNEY 01378 170644Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----------171200Z 108365 /53
R 170552Z JUN 77
FM AMCONSUL SYDNEY
TO USDOC WASHDC
INFO SECSTATE WASHDC 7656
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE

UNCLAS SYDNEY 1378

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: FOREIGN BUYER PROGRAM: INTELCOM 77 (FB059)

REF: MELBOURNE 1317; MELBOURNE 1303 NOTAL; MELBOURNE 1293 NOTAL; USDOC 10299; TOKYO 7354 NOTAL; TOKYO 6693 NOTAL.

TOKYO FOR USTS
USDOC FOR USTS AND OIM/CHARLIE BARRETT

1. MESSRS. KAJIYAMA AND YAMADA OF TOKYO REPRESENTATIVE CORPORATION WHO REPRESENT HORIZON HOUSE IN THE FAR EAST WERE MET AT SYDNEY AIRPORT ON JUNE 1 BY CONGEN'S COMMERCIAL SPECIALIST CRAIG AND TRANSPORTED TO THEIR HOTEL.

2. ON JUNE 2 KAJIYAMA AND YAMADA WERE COMPLETELY BRIEFED ON CONGEN'S NEW PROGRAM FOR A TRADE SHOW MISSION TO INTELCOM 77 FOLLOWED BY INTERVIEW WITH PETER KELLY, N.S.W. MANAGER OF AMERICAN EXPRESS. IN THE AFTERNOON A SLIDE AND TAPE PRESENTATION WAS GIVEN IN THE TRADE CENTER TO K. HARDY, SECRETARY OF THE N.S.W. BRANCH OF THE TELECOMMUNICATIONS SOCIETY. LATER KAJIYAMA AND YAMADA INTERVIEWED MR. C. HICKMAN OF AMCHAM.
UNCLASSIFIED

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PAGE 02 SYDNEY 01378 170644Z

EM ON JUNE 3 A SLIDE AND TAPE PRESENTATION WAS GIVEN TO MR. S. VIGANO, SALES REPRESENTATIVE FOR GROUP TRAVEL, AMERICAN EXPRESS. IN THE AFTERNOON KAJIYAMA AND YAMADA INTERVIEWED MR. JOHN SPIERS OF QUOTE THE AUSTRALIAN UNQUOTE NEWSPAPER.

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

4. CONGEN SYDNEY BRIEFED CCP MANAGER AND CONGEN MELBOURNE.

5. IT WAS JUDGED INAPPROPRIATE TO SCHEDULE BRIEFINGS WITH INDIVIDUALS FOR A NUMBER OF REASONS, INCLUDING THE FOLLOWING:

(A) THE AUDIO-VISUAL PRESENTATION WAS TIME-CONSUMING AND REPETITIVE, AND WOULD HAVE HAD A NEGATIVE EFFECT ON ANY BUSINESSMAN WHO WAS ASKED TO SIT THROUGH THE WHOLE SHOW. THE FACT THAT THE SLIDES WERE SYNCHRONIZED WITH A TAPE-RECORDED NARRATION WOULD HAVE MADE IT DIFFICULT TO PRESENT EXCERTPS FROM THE COLLECTION.

(B) THE ABILITY OF MESSRS. KAJIYAMA AND YAMADA TO COMMUNICATE PERSUASIVELY IN THE ENGLISH LANGUAGE WAS NOT IMPRESSIVE.

(C) THE FACT THAT THEY DID NOT REPRESENT HORIZON HOUSE DIRECTLY, BUT RATHER THROUGH A CONTRACTOR, RAISED DOUBTS AS TO THEIR ABILITY TO ANSWER QUESTIONS ABOUT THE SHOW AND ITS ORGANIZATION.

6. IN HORIZON HOUSE INTEREST POST WOULD COMMENT THAT THE COST OF THIS PROMOTION, ESPECIALLY SENDING TWO MEN, WHERE ONE WOULD HAVE SUFFICED, WAS OUT OF PROPORTION TO THE IMPACT AND THAT THE MONEY COULD HAVE BEEN MUCH BETTER EMPLOYED DIRECTLY IN AUSTRALIA, AS FOR INSTANCE BY EMPLOYING AND BRIEFING A LOCAL PERSON FAMILIAR WITH THE AUSTRALIAN IDIOM AND WITH AUSTRALIAN AUDIENCE PSYCHOLOGY.
UNCLASSIFIED

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PAGE 03 SYDNEY 01378 170644Z

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Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Reference: 77 MELBOURNE 1317, 77 MELBOURNE 1303, 77 MELBOURNE 1293
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2106780
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: INTELCOM 77 (FB059)
TAGS: BEXP, AS
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/f975827a-c288-dd11-92da-001cc4696bcc
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Margaret P. Grafeld
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22 May 2009
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